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(54) Title: CROWD SOURCED CURATED LISTS AND LABELS

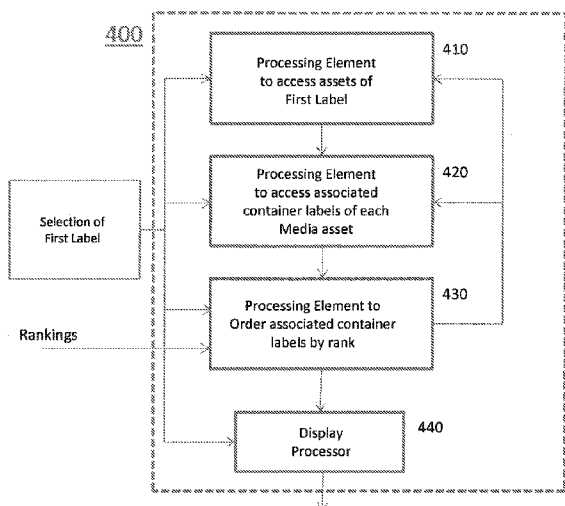


Figure 4

(57) Abstract: A technique for media personalization commences with users creating personal lists of media assets with their own labels. The lists, or containers, are voted upon by other users who can assign a vote to a container. An overall ranking of the labelled container can be assigned based on user voting. When a list of containers is presented as a choice to users, a selection is made. The media assets associated with the selected container are presented, and along with each media asset, at least one other additional container is presented for display. In one exemplary embodiment, the highest ranked additional labelled container that also contains each media asset is displayed along with the asset. Users can then select this additional container to display its media assets and their additional containers.



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CROWD SOURCED CURATED LISTS AND LABELS

CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims the benefit of U.S. Provisional Application Serial No. 61/873343, filed on September 3, 2013; U.S. Provisional Application Serial No. 62/007451, filed on June 4, 2014; and U.S. Provision Application Serial No. 62/007449, filed June 4, 2014, which is incorporated by reference herein in its entirety.

TECHNICAL FIELD

The present principles relate to apparatus and methods for providing to a user individualized labelled media asset lists using crowd sourced rankings.

BACKGROUND OF THE INVENTION

Media content providers such as cable, satellite, or streaming services offer a large selection of movies, shows and videos to their customers. Sorting through the choices and finding something to watch is often an onerous task, and can take much longer than most customers would like.

Many providers display their content by genre or alphabetically. With a large number of titles, the selection process can be time consuming and awkward. In addition, many viewers do not want to go to a master list of all titles every time they search for something to watch.

A need exists for content providers to be able to provide content listings in a more personalized, dynamic, and useful way to allow their customers more valuable searching and selection.

SUMMARY OF THE INVENTION

These and other drawbacks and disadvantages of the prior art are addressed by the present principles, which are directed to apparatus and methods for providing media assets with labels based on crowd sourced rankings to a user.

Crowd sourcing is a term used to describe the online collection of data from a number of users. Crowd sourcing differs from automated rankings in that crowd sourced ratings result from other users, ideally a large number of users, ranking a particular media asset. Automatic rankings assign a value to an asset based on matching algorithms or other similar criteria. According to one embodiment of the present principles, crowd sourced rankings are applied to a group of media assets that are assigned a label.

According to another aspect of the present principles, there are provided a method and an apparatus for providing individualized media asset rankings.

A first method for presenting a plurality of media assets commences by first receiving at a device a selection of a first label. Thereafter, the method proceeds to present this first label and a plurality of media assets associated with this first label in response to this selection of the first label. Presentation of the plurality of media assets also comprises a second label associated with at least one of the plurality of media assets, the second label being different from the first label and having a ranking that is the highest among labels associated with that particular media asset. The ranking is determined from a plurality of user inputs.

According to another aspect of the present principles, an apparatus for presenting a plurality of media assets comprises a processor, responsive to selection of a first label, for presenting the first label and a plurality of media assets associated with the first label in response to the selection. Presentation of the plurality of media assets also comprises a second label associated with at least one of the plurality of media assets. The second label is different from the first label and has a ranking that is the highest among labels associated with that particular media asset. The ranking is determined from a plurality of user inputs.

These and other aspects, features and advantages of the present principles will become apparent from the following detailed description of exemplary embodiments, which are to be read in connection with the accompanying drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 shows one embodiment of groupings of media assets under the present principles.

Figure 2 shows one embodiment of a presentation of media assets under the present principles.

Figures 3a and 3b show embodiments of methods under the present principles.

Figure 4 shows one embodiment of an apparatus under the present principles.

DETAILED DESCRIPTION OF THE INVENTION

In accordance with the present principles, an apparatus and method provide media asset lists based on crowd sourced rankings to a user.

Presently, users can obtain video content through a wide variety of media from different types of content providers. Cable and telephone companies provide television services and pay per view movies, as do satellite and subscription services. Content can be streamed over the Internet through other providers. The number of titles of different content available through any one provider is typically very large.

A user that is trying to select something to watch from one of these providers usually is directed to a visual database of choices. Sometimes the choices are arranged alphabetically or by genre. Sometimes, the newest titles are shown in a separate category. However, none of these methods allows a user to sort through media assets according to lists ranked by other users.

The following apparatus and method solve this problem by presenting to a user a collection of media assets, grouped under a particular label, and allow each asset to be presented with at least one other label associated with that asset. The associated label can be presented according to crowd sourced rankings for that label. The associated label can then be selected to reveal a listing of media assets grouped under that label, along with their associated secondary labels.

In a typical content provider arrangement, there is a plurality of media assets presented to a user for rental or purchase. For example, in one embodiment under the

presently described principles, the groupings are called containers, with media asset titles listed for each container.

In accordance with the present principles, a user creates a label for a container and assigns media assets to that labelled container. For example, a user can create the label “Funnier the Second Time” and assign media assets to that label such as A1, A2, A3, A4, and A5. Each user can have one or more of such labelled containers with different labels and assets, although some assets may be present in more than one container. Ideally, each of the assets should have content related to the label of its container, but a user can assign whatever assets they want to a container and its respective label.

Figure 1 shows one example of a few labelled containers. Each of the containers can have their label, a representative asset from that container, and a voting mechanism that other users can use to rate the container, influencing that container’s ranking. A composite ranking for a container can be generated from all of the users’ votes or ratings.

For example, Figure 1 shows each container having a respective label LX (where X is a number, 1 to n) and each container has a different listing of media assets, for example:

L0 is called “Funnier the Second Time” and has media assets {A1, A2, A3, A4, A5, A6}

L1 is called “Surprising Nudity” and has media assets {A2, A3, A5, A7, A8}

L2 is called “Out of Order” and has media assets {A1, A2, A3, A4, A7, A8}

L3 is called “Bad Movie, Great Music” and has media assets {A2, A3, A5, A6, A7, A8}

With each respective container and label LX, there is an associated rating which can be modified (plus or minus) using a technique called crowd sourcing where users can assign a plus or minus to a label. For example as shown in FIG. 1, a rating for L0 (Funnier the Second Time) can be increased if the thumb pointing up is activated, while the rating for L0 can be decreased if the thumb pointing down is activated.

With many users generating such labelled containers, a large number of media asset containers can be created and presented to the other users. The rating mechanism can be as simple as a thumbs-up or thumbs-down indicator to vote on whether or not the voter favors the labelled container's assets, or a numerical value assigned to the labelled container, for example. This type of online information gathering is known as crowd sourcing. Each user can vote once on a particular labelled container.

Users whose containers are rated highly can be eligible for rewards, prizes, or free content from the media content provider, as incentive to create labelled content and fill the containers with worthwhile titles.

From the aggregation of user ratings generated on other users' labelled containers, a Rating RX (where X is a number, 1 to N) can be generated that corresponds to each label. Hence:

L0 -> R0

L1 -> R1

L2 -> R2

L3 -> R3

For purposes of this example, $R0 > R1 > R2 > R3$, although the ranking of labels can be different in accordance with the disclosed principles.

The importance of the rankings is that when a particular container is selected for further viewing, the media assets associated with that container can be listed along with additional different containers associated with each media asset. The additional different container is the highest ranked container, other than the particular container selected, of the containers that include that media asset.

For example, if the container associated with label L0 is selected, the following media assets will be shown {A1, A2, A3, A4, A5, A6}.

These media assets of labelled container L0 are also associated with the following labelled containers (as described above):

A1 -> L0, L2

A2 -> L0, L1, L2, L3

A3 -> L0, L1, L2, L3

A4 -> L0, L2

A5 -> L0, L1, L3

5 A6 -> L0, L3

When the media assets are then shown as part of the container labelled L0, each media asset will then be shown with another label (not L0) which has a highest ranking. Hence by using some of the labels from FIG. 2:

10 A1 is presented with L2 (Out of Order)

A2 is presented with L1 (Surprising Nudity)

A3 is presented with L1 (Surprising Nudity)

A4 is presented with L2 (Out of Order)

A5 is presented with L1 (Surprising Nudity)

15 A6 is presented with L3 (Bad Movie, Great Music)

since these are the highest ranked containers, other than labelled container L0, which contain these particular media assets.

Additional labels can be identified with a media asset, if desired. Also, various preview, rental, and purchase options can be presented with each media asset. For
20 example, if two labelled containers are associated with a media asset:

A1 has only L2

A2 has L1, L2

A3 has L1, L2

A4 has only L2

25 A5 has L1, L3

A6 has only L3.

A user can then select a new list by selecting a corresponding label. Hence, if a user selects the label L2, a container with the following media assets will be shown:

{A1, A2, A3, A4, A7, A8}

5 These media assets are also associated with the following labelled containers:

A1 -> L0, L2

A2 -> L0, L1, L2, L3

A3-> L0, L1, L2, L3

A4 -> L0, L2,

10 A7 -> L1, L2, L3

A8 -> L1, L2, L3

Based on the ranking information above, the media assets of L2 will be presented with the following labels:

A1 -> L0 "Funnier the Second Time"

15 A2 -> L0 "Funnier the Second Time"

A3 -> L0 "Funnier the Second Time"

A4 -> L0 "Funnier the Second Time"

A7 -> L1 "Surprising Nudity"

A8 ->L1 "Surprising Nudity"

20

Again, the labels and media assets can link to other lists. Also, more labels can be associated with a media asset in accordance with the principles described above.

Using these principles, a media content provider can provide recommendations generated by its users according to user-created labels. When a particular label is then selected by a user, the user sees all of the media assets within the container. Figure 2 is one example of the presentation of media assets within a particular container. Along with the title of each particular media asset within the container, a user can see one or

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more additional labels with each media asset, if that asset has another associated labelled container. The one additional label is a different labelled container that also contains this particular media asset, even if the container was created by some other user. This different labelled container that is shown has the highest ranking among all
5 labelled containers that include this particular media asset, or, in another exemplary embodiment, if it is desired to present more than one different labelled containers, they can be listed by ranking. The display of labelled containers alongside each of the media assets within a container depends on the associated rankings of the containers.

In any of the aforementioned embodiments, after the media assets of a selected
10 labelled container are shown along with different additional labelled containers that include this media asset, a user can select one of the different additional labelled containers in order to see the media assets that the selected different additional labelled container includes.

In accordance with another embodiment of the present principles, the ranking of
15 containers can be some combination of user voting, content provider inputs, or some combination. The rankings can also be formulated through a combination of user preferences, past choices, social media, hard choices by the user, content provider priorities, or metadata associated with each media asset.

Figure 3a depicts a method 300 for presenting a plurality of media assets in
20 accordance with the present principles. The method commences with start step 301 followed by step 310 which accomplishes selecting one of the crowd sourced lists of media assets. Thereafter, step 320 undergoes execution during which the selected first label is enabled for display on a device. Thereafter, step 330 undergoes execution during which a second label is selected. The selected label can be associated with at
25 least one of a plurality of media assets in at least one of the crowd sourced lists of media assets. The second label is different from the first label selected and has a crowd sourced ranking that is highest among labels associated with the media asset associated with it in the selected crowd sourced list of media assets.

Figure 3b depicts a method 340 for presenting a plurality of media assets in
30 accordance with the present principles. The method commences with start step 341 followed by step 350 which accomplishes receiving a selection of a first label of a media

asset container. Thereafter, step 360 undergoes execution during which the selected first label is presented, along with its associated media assets and, for at least one media asset, at least one associated second label of a container that also contains this media asset. The associated second labels that are shown are listed by ranking, where
5 ranking is determined through user inputs.

Figure 4 shows an apparatus 400 for presenting a plurality of media assets in accordance with the present principles. The apparatus comprises a processor 400 with processing element 410 that accesses the media assets of a first label upon selection of the first label. The apparatus further comprises a processing element 420 that
10 accesses associated second labels of containers that include each media asset. The apparatus further comprises processing element 430 to order the associated second container labels by rank, using rankings determined by user inputs. The apparatus further comprises a processor 440 for display of the first label, media assets, and associated second labels.

The aforementioned method and apparatus can also be implemented by
15 processing elements configured as standalone units, as a single unit, or in various other combinations of processing elements and hardware. Likewise, the methods and apparatus can be implemented in a different order, such as ordering container labels based on rankings first, and then accessing media assets. Additionally, the media
20 assets, rankings and selection of a label can be input from external devices, or within the apparatus itself, or downloaded from other sources.

One advantage of the described embodiments using the present principles is that media assets can be grouped in several ranked labelled containers. The rankings can be assigned by users, by a content provider, or by some combination. The media
25 assets are cross-referenced among a plurality of container labels to allow a user who is fond of one type of asset having a first label to access other types of assets having a second label.

One or more implementations having particular features and aspects of the presently preferred embodiments of the principles have been provided. However,
30 features and aspects of described implementations can also be adapted for other implementations. For example, these implementations and features can be used in the

context of other video devices or systems. The implementations and features need not be used in a standard.

Reference in the specification to “one embodiment” or “an embodiment” or “one implementation” or “an implementation” of the present principles, as well as other variations thereof, means that a particular feature, structure, characteristic, and so forth described in connection with the embodiment is included in at least one embodiment of the present principles. Thus, the appearances of the phrase “in one embodiment” or “in an embodiment” or “in one implementation” or “in an implementation”, as well any other variations, appearing in various places throughout the specification are not necessarily all referring to the same embodiment.

The implementations described herein can be implemented in, for example, a method or a process, an apparatus, a software program, a data stream, or a signal. Even if only discussed in the context of a single form of implementation (for example, discussed only as a method), the implementation of features discussed can also be implemented in other forms (for example, an apparatus or computer software program). An apparatus can be implemented in, for example, appropriate hardware, software, and firmware. The methods can be implemented in, for example, an apparatus such as, for example, a processor, which refers to processing devices in general, including, for example, a computer, a microprocessor, an integrated circuit, or a programmable logic device. Processors also include communication devices, such as, for example, computers, cell phones, portable/personal digital assistants (“PDAs”), and other devices that facilitate communication of information between end-users.

Implementations of the various processes and features described herein can be embodied in a variety of different equipment or applications. Examples of such equipment include a web server, a laptop, a personal computer, a cell phone, a PDA, and other communication devices. As should be clear, the equipment can be mobile and even installed in a mobile vehicle.

Additionally, the methods can be implemented by instructions being performed by a processor, and such instructions (and/or data values produced by an implementation) can be stored on a processor-readable medium such as, for example, an integrated circuit, a software carrier or other storage device such as, for example, a

hard disk, a compact disc, a random access memory ("RAM"), or a read-only memory ("ROM"). The instructions can form an application program tangibly embodied on a processor-readable medium. Instructions can be, for example, in hardware, firmware, software, or a combination. Instructions can be found in, for example, an operating
5 system, a separate application, or a combination of the two. A processor can be characterized, therefore, as, for example, both a device configured to carry out a process and a device that includes a processor-readable medium (such as a storage device) having instructions for carrying out a process. Further, a processor-readable medium can store, in addition to or in lieu of instructions, data values produced by an
10 implementation.

As will be evident to one of skill in the art, implementations can use all or part of the approaches described herein. The implementations can include, for example, instructions for performing a method, or data produced by one of the described embodiments.

15 A number of implementations have been described. Nevertheless, it will be understood that various modifications can be made. For example, elements of different implementations can be combined, supplemented, modified, or removed to produce other implementations. Additionally, one of ordinary skill will understand that other structures and processes can be substituted for those disclosed and the resulting
20 implementations will perform at least substantially the same function(s), in at least substantially the same way(s), to achieve at least substantially the same result(s) as the implementations disclosed. Accordingly, these and other implementations are contemplated by this disclosure and are within the scope of these principles.

CLAIMS

1. A method for selecting and displaying media assets from among a plurality
5 of media assets in a plurality of crowd sourced lists of media assets, each of said crowd
sourced lists having at least first and second labels, the method comprising the steps of:
selecting one of said first labels from one of said crowd sourced lists of said
media assets;
enabling said selected first label to be displayed on said device;
10 selecting one of said second labels, said selected one of said second labels
being associated with at least one of said plurality of media assets in at least one of said
crowd sourced lists of media assets, said second label being different from said first
label and having a crowd sourced ranking that is highest among said labels associated
with said at least one media asset.
- 15 2. The method of claim 1, comprising the step of enabling said selected
second label to be displayed on said device
3. The method of claims 1 and 2, comprising the step of enabling said
20 highest crowd source ranked list of media assets to be displayed on said device.
4. The method of claims 1, 2, 3 and 4, comprising the step of enabling said
highest crowd source ranked list of media assets to be displayed on another display
device.
- 25 5. The method of claim 1, further comprising the step of displaying on said
device at least one of: said selected first label, said selected second label and said
crowd sourced list of media assets having said highest crowd sourced ranking.

6. A method for presenting a plurality of media assets, comprising:
receiving at a device a selection of a first label; and
presenting said first label and a plurality of media assets associated with said first
label in response to said selection, wherein presentation of said plurality of media
5 assets also comprises a second label associated with at least one of the plurality of
media assets, said second label being different from said first label and having a
ranking that is highest among labels associated with that particular media asset,
wherein said ranking is determined from a plurality of user inputs.

10 7. The method of Claim 6 wherein said first label and said plurality of media
assets associated with said first label are generated by:
selecting a plurality of media assets to be included in a set; and
assigning a label to said set of media assets.

15 8. The method of Claim 6, wherein said ranking is generated from users
assigning a positive or a negative rating to a media asset.

9. The method of Claim 6, wherein said second label can be selected to
generate another plurality of media assets and corresponding labels.

20 10. An apparatus for presenting a plurality of media assets, comprising:
a processor, responsive to selection of a first label, for presenting said first
label and a plurality of media assets associated with said first label in response to said
selection, wherein presentation of said plurality of media assets also comprises a
25 second label associated with at least one of the plurality of media assets, said second
label being different from said first label and having a ranking that is highest among
labels associated with that particular media asset, wherein said ranking is determined
from a plurality of user inputs.

11. The apparatus of Claim 10 wherein said first label and said plurality of media assets associated with said first label are generated by:

selecting a plurality of media assets to be included in a set; and
assigning a label to said set of media assets.

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12. The apparatus of Claim 10, wherein said ranking is generated from users assigning a positive or a negative rating to a media asset.

13. The apparatus of Claim 10, wherein said second label can be selected to
10 generate another plurality of media assets and corresponding labels.

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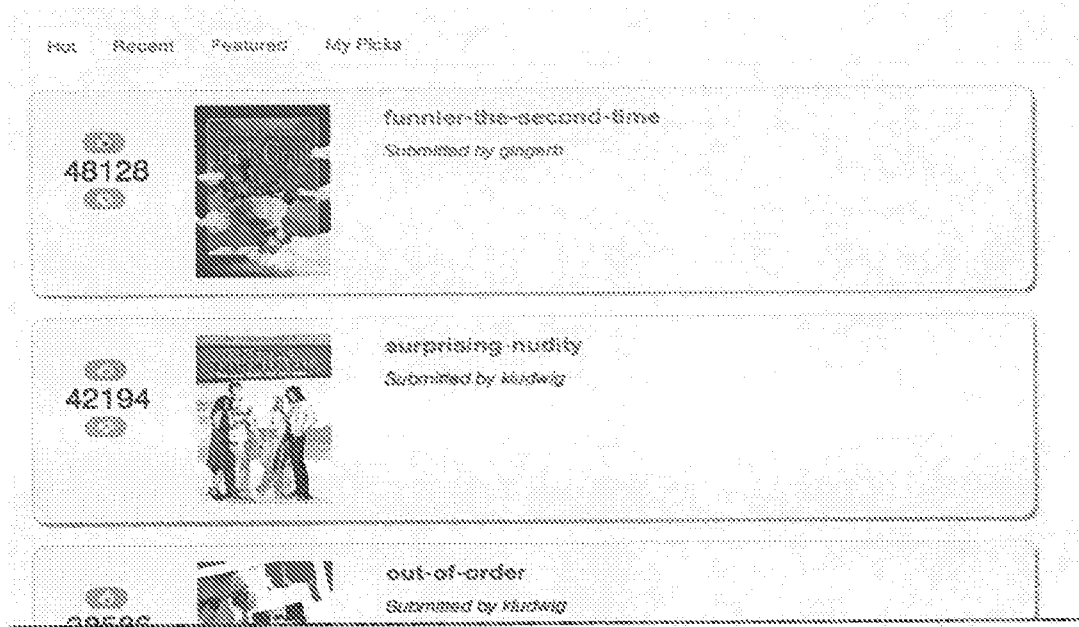


FIGURE 1

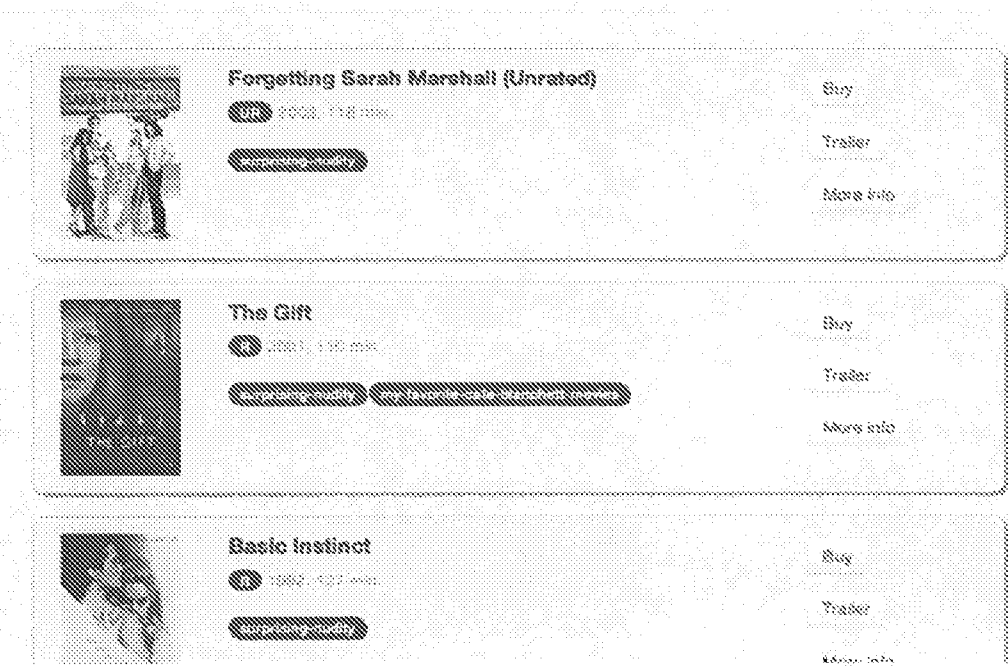


FIGURE 2

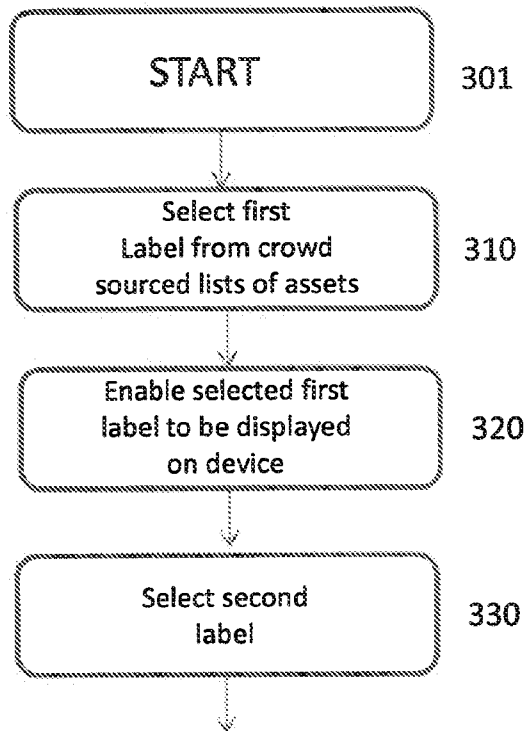
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Figure 3a

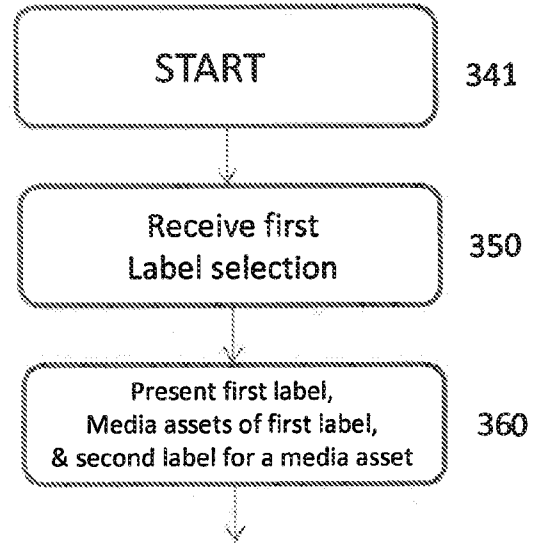
340

Figure 3b

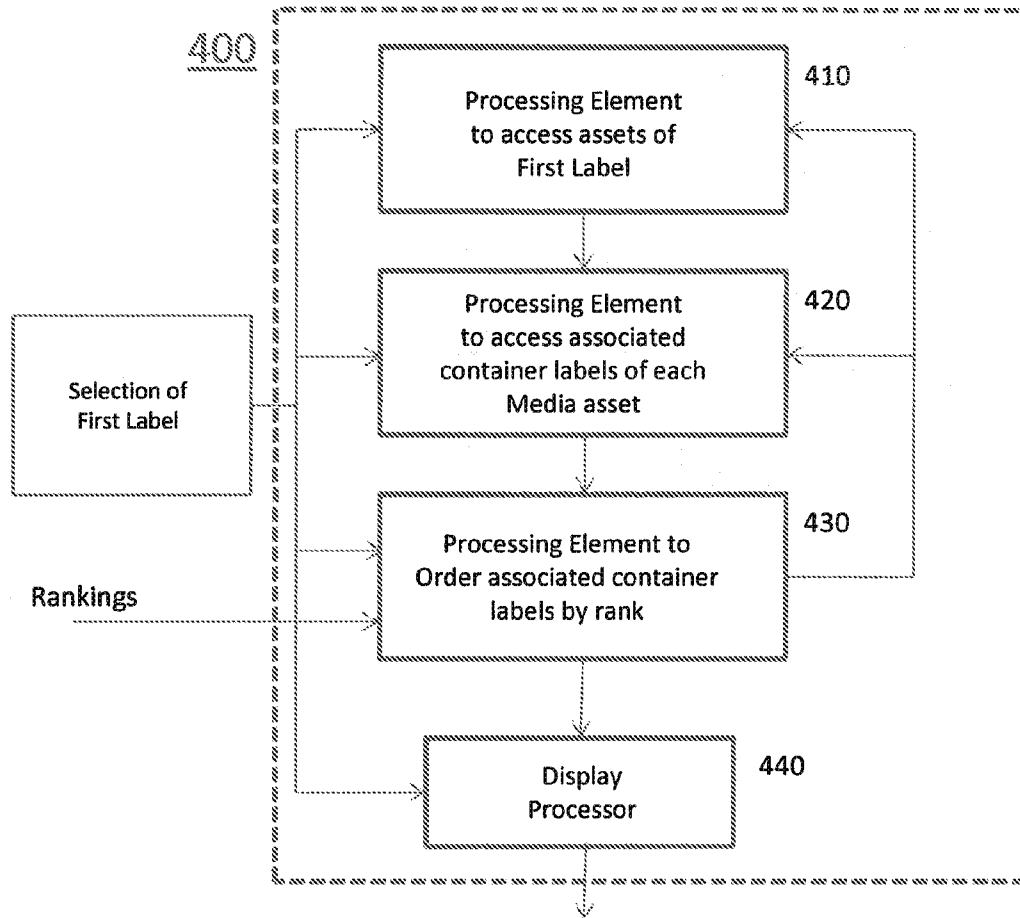


Figure 4

INTERNATIONAL SEARCH REPORT

International application No
PCT/US2014/053688

A. CLASSIFICATION OF SUBJECT MATTER
INV. G06F17/30 H04N21/482
ADD.

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
G06F H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

EP0-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	EP 2 408 197 A2 (SAMSUNG ELECTRONICS CO LTD [KR]) 18 January 2012 (2012-01-18) abstract; figures 2-8 paragraph [0002] paragraphs [0044] - [0099] -----	1-13
X	US 2006/143236 A1 (WU MICHAEL [US]) 29 June 2006 (2006-06-29) abstract; figures 1-4, 6-10, 13, 14 paragraphs [0074] - [0079] paragraphs [0082] - [0086] paragraphs [0092] - [0110] paragraphs [0092] - [0101] paragraphs [0107] - [0110] ----- -/--	1-13



Further documents are listed in the continuation of Box C.



See patent family annex.

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Date of the actual completion of the international search

3 December 2014

Date of mailing of the international search report

11/12/2014

Name and mailing address of the ISA/

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Laurentowski, A

INTERNATIONAL SEARCH REPORT

International application No
PCT/US2014/053688

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 2008/132240 A1 (AMINIAN MEHDI [CH]; CRIVELLI ZENO [CH]) 6 November 2008 (2008-11-06) abstract; figures 1-8 pages 6-19 -----	1-13

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/US2014/053688

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